

Lampiran 1 KUESIONER

Responden yang terhormat, saya Winda Rahmatia Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Esa Unggul Angkatan 2015. Saya saat ini sedang melakukan Penelitian Skripsi saya, Mohon kesediaan Bapak/Ibu/Saudara/i, untuk mengisi kuesioner yang berjudul **“Analisis Pengaruh Citra Merek, Kualitas Layanan terhadap Loyalitas Nasabah melalui Kepuasan sebagai Intervening”**

Berkaitan dengan hal tersebut, saya memohon kesediaan Bapak/Ibu/Saudara/i, meluangkan waktu untuk mengisi kuesioner ini. Kuesioner ini adalah salah satu sarana untuk memperoleh data yang diperlukan untuk penelitian. Jawaban yang Bapak/Ibu/Saudara/i berikan tidak akan dinilai benar atau salah. Semua informasi yang Anda berikan dijamin kerahasiaannya.

Oleh karena itu, saya mengucapkan banyak terimakasih, semoga bantuan dan amal baik Bapak/Ibu/Saudara/i sekalian mendapat imbalan dari Tuhan Yang Maha Esa.

I. PETUNJUK PENGISIAN

1. Sebelum mengisi pertanyaan dibawah, bacalah petunjuk pengisian dengan baik dan isi data responden terlebih dahulu.
2. Kuesioner penelitian ini terdiri dari 32 pernyataan
3. Berilah tanda (√) pada kolom jawaban yang tersedia terhadap pernyataan-pernyataan berikut:
4. Isilah form dibawah ini dengan jawaban yang anda anggap paling tepat.
5. Terdapat 4 (empat) alternatif pengisian jawaban, yaitu:
 1. STS = Sangat Tidak Setuju
 2. TS = Tidak Setuju
 3. S = Setuju
 4. SS = Sangat Setuju
6. Semua jawaban adalah benar dan tidak ada yang salah, oleh karena itu jawablah semua pertanyaan sesuai dengan keadaan yang anda alami dengan JUJUR.

II. DATA RESPONDEN

1. Nama :
2. Jenis Kelamin :

a. Pria	b. Wanita
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3. Usia Saat Ini :

a. 17 – 21 tahun	c. 26 – 29 tahun
b. 22 – 25 tahun	d. > 30 tahun

4.	Karyawan Bank Mega menguasai produk.				
5.	Karyawan Bank Mega memiliki daya tanggap yang baik.				
6.	Saya puas dengan kecepatan petugas Bank Mega dalam menangani keluhan.				
7.	Karyawan Bank Mega memberikan arahan yang baik dan benar kepada saya.				
8.	Karyawan Bank Mega tepat dalam menangani transaksi.				
9.	Karyawan Bank Mega memiliki pengetahuan produk yang baik.				
10.	Karyawan memberikan informasi dengan baik.				
11.	Karyawan Bank Mega tepat janji.				
12.	Saya mengerti dengan baik tentang produk-produk yang ditawarkan ke saya.				
13.	Karyawan Bank Mega menerima saran dari nasabahnya.				
14.	Karyawan Bank Mega mampu menangani keluhan nasabah.				

No	Pernyataan Mengenai	Jawaban Responden			
Kepuasan Nasabah		1	2	3	4
		STS	TS	S	SS
1.	Saya puas dengan produk-produk Bank Mega.				
2.	Saya puas dengan sarana yang lengkap sesuai dengan kebutuhan.				
3.	Saya puas dengan jaminan produk yang diberikan Bank Mega.				
4.	Saya puas dengan pelayanan yang diberikan Bank Mega.				
5.	Saya puas dengan sambutan dari petugas Bank Mega				
6.	Saya puas dengan kecepatan petugas saat melayani saya.				
7.	Saya bangga menjadi nasabah di Bank Mega				
8.	Saya memiliki kepuasan tersendiri ketika				

	bertransaksi di Bank Mega.				
9.	Saya puas dengan keuntungan yang diberikan oleh Bank Mega				
10.	Saya puas dengan hadiah langsung yang diberikan Bank Mega				
11.	Saya puas dengan tingkat suku bunga yang diberikan Bank Mega				
12.	Saya puas dengan sarana yang disediakan Bank Mega untuk bertransaksi keuangan saya				
13.	Saya puas dengan jaringan akses yang disediakan Bank Mega untuk tidak mempersulit bertransaksi				
14.	Saya puas dengan keamanan dan kenyamanan selama bertransaksi				

No	Pertanyaan Mengenai	Jawaban Responden			
	Loyalitas	1	2	3	4
		STS	TS	S	SS
1.	Saya rutin bertransaksi di Bank Mega.				
2.	Saya tertarik dengan produk baru yang ditawarkan Bank Mega.				
3.	Saya akan merekomendasikan Bank Mega kepada rekan dan kerabat.				
4.	Saya sering membicarakan Bank Mega kepada rekan dan kerabat.				
5.	Saya merasa Bank Mega memiliki produk yang tepat untuk transaksi keuangan saya.				
6.	Saya tidak menggunakan bank lain selain Bank Mega				

LAMPIRAN 2

DATA TABULASI KARAKTERISTIK 200 RESPONDEN

Responden Berdasarkan Jenis Kelamin

No	Jenis Kelamin	Jumlah	Presentase
1	Laki-laki	116	58%
2	Perempuan	84	42%
	Total	200	100%

Sumber : Hasil Ouput Software Statistik, 2020

Responden Berdasarkan Jumlah Transaksi Perbulan

No	Jumlah Transaksi perbulan	Jumlah	Presentase
1	1-10 kali	140	70%
2	11-20 kali	16	8%
3	21-30 kali	28	14%
4	>30 kali	16	8%
	Total	200	100%

Sumber : Hasil Ouput Software Statistik, 2020

Responden Berdasarkan Jumlah Transaksi Perbulan

No	Jumlah Transaksi perbulan	Jumlah	Presentase
1	1-10 kali	140	70%
2	11-20 kali	16	8%
3	21-30 kali	28	14%
4	>30 kali	16	8%
	Total	200	100%

Sumber : Hasil Ouput Software Statistik, 2020

Responden Berdasarkan Lama Menjadi Nasabah

No	Lama Menjadi Nasabah	Jumlah	Presentase
1	1 Tahun	80	40%
2	2-3 Tahun	28	14%
3	4-5 Tahun	44	22%
4	>5 Tahun	48	24%
	Total	200	100%

Sumber : Hasil Ouput Software Statistik, 2020

LAMPIRAN 3

DATA TABULASI KARAKTERISTIK 30 RESPONDEN

No Respo nden	Citra Merek (X1)							KUALITAS LAYANAN (X2)																
	P 1	P 2	P 3	P 4	P 5	P 6	TO TA L	P 1	P 2	P 3	P 4	P 5	P 6	P 7	P 8	P 9	P 1 0	P 1 1	P 1 2	P 1 3	P 1 4	TO TA L		
1	3	4	3	3	3	3	19	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	41	
2	3	3	3	3	4	3	19	4	3	2	4	3	3	2	3	4	4	3	2	2	3	3	42	
3	4	4	3	3	4	3	21	4	4	4	3	4	4	4	2	4	4	2	4	4	4	4	51	
4	3	3	2	2	4	3	17	3	3	3	3	4	3	3	3	4	3	3	4	4	3	4	46	
5	3	3	3	1	1	1	12	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	43	
6	3	4	3	3	4	4	21	4	3	3	4	4	4	3	3	3	3	4	4	3	3	3	48	
7	3	3	3	3	3	4	19	3	3	3	4	3	3	3	3	4	3	3	3	3	3	3	44	
8	3	3	2	2	4	3	17	3	4	3	4	3	3	4	4	4	4	3	3	3	3	3	48	
9	3	3	2	2	4	3	17	3	4	3	4	3	4	4	4	4	4	3	3	3	3	3	49	
10	4	3	4	4	4	3	22	4	4	3	4	4	3	4	4	3	3	4	4	4	4	4	52	
11	3	3	2	3	3	2	16	3	3	3	3	3	3	4	4	4	3	3	3	3	3	3	45	
12	3	3	4	3	3	4	20	4	3	3	4	4	3	3	3	3	3	3	3	3	3	4	46	
13	3	4	3	3	4	4	21	4	4	4	4	4	3	3	4	4	3	3	3	3	3	4	50	
14	3	4	3	2	3	3	18	3	4	3	4	4	3	4	3	4	4	3	3	3	3	3	48	
15	4	3	4	4	4	4	23	4	4	4	4	4	3	4	3	4	4	4	4	4	4	4	54	
16	4	4	4	4	3	4	23	4	3	4	4	4	3	4	4	4	4	4	3	4	4	4	53	
17	4	3	4	3	4	3	21	4	3	4	3	4	4	3	4	4	4	3	3	3	3	4	50	
18	4	4	3	2	3	3	19	3	4	3	4	3	4	4	3	3	4	3	3	4	4	4	49	
19	3	3	3	3	3	3	18	3	3	3	3	4	3	3	3	3	4	3	3	3	3	3	44	
20	4	3	4	4	4	3	22	4	4	3	4	4	4	4	4	3	3	4	4	4	4	4	53	
21	3	4	3	3	3	3	19	4	4	3	4	3	3	4	3	3	3	3	3	3	3	3	46	
22	3	3	3	4	3	3	19	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	45	
23	3	3	2	3	2	2	15	3	3	2	3	3	1	4	2	1	2	3	3	2	3	3	35	
24	3	3	4	4	3	4	21	4	4	4	3	4	4	4	3	4	3	4	3	3	3	3	50	
25	4	4	3	4	4	3	22	3	4	4	3	4	4	4	4	3	3	3	3	3	3	4	49	
26	3	4	4	4	4	3	22	4	3	4	4	4	3	4	4	3	3	3	3	3	3	4	49	
27	4	4	3	4	4	4	23	4	4	4	3	3	4	3	3	3	4	3	3	3	3	3	47	
28	3	3	3	3	4	4	20	4	4	3	3	4	4	4	3	4	3	4	3	3	3	3	49	
29	4	3	4	4	4	3	22	4	4	4	4	3	4	4	4	4	3	4	4	3	4	53		
30	3	3	4	3	3	3	19	3	3	3	3	3	3	3	3	3	4	3	3	3	3	43		

Sumber : Hasil Ouput Software Statistik, 2020

DATA TABULASI KARAKTERISTIK 30 RESPONDEN

No Responden	KEPUASAN NASABAH (Z)															LOYALITAS NASABAH (Y)						
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	TOTAL	P1	P2	P3	P4	P5	P6	TOTAL
1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42	2	3	3	2	3	2	15
2	3	2	4	2	2	2	3	4	3	3	3	3	4	4	42	2	3	3	3	4	4	19
3	3	3	3	3	4	4	3	3	3	2	3	3	3	4	44	2	3	3	3	3	1	15
4	3	2	3	2	4	4	3	3	2	2	2	3	2	3	38	3	3	2	2	2	1	13
5	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42	1	3	1	1	3	1	10
6	3	4	3	3	3	3	3	3	3	3	3	3	4	4	46	4	3	3	3	4	3	20
7	3	4	3	3	3	3	3	3	3	3	3	3	4	4	45	3	3	3	3	3	2	17
8	3	3	3	3	4	4	3	3	2	2	3	3	3	4	43	1	2	3	1	3	1	11
9	3	3	3	3	4	4	3	3	2	2	3	3	3	4	43	1	2	3	1	3	1	11
10	4	4	4	4	4	4	3	4	4	4	4	4	4	4	55	3	3	4	4	4	4	22
11	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42	3	3	3	3	3	3	18
12	3	4	3	3	4	3	3	3	3	3	3	3	3	3	44	4	4	4	3	3	3	21
13	3	3	3	4	4	4	3	3	3	3	3	3	4	4	47	3	3	3	3	3	1	16
14	4	3	3	4	3	4	4	4	4	4	4	4	4	4	53	1	3	3	3	3	3	16
15	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56	4	4	4	4	4	4	24
16	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56	4	4	4	4	4	4	24
17	3	4	3	3	4	4	3	3	3	4	4	3	3	3	47	4	3	3	4	3	4	21
18	3	3	4	4	4	4	4	4	4	3	3	4	4	3	51	2	2	3	2	3	3	15
19	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42	2	3	2	2	2	1	12
20	4	4	4	4	4	4	3	4	4	4	4	4	4	4	55	3	3	4	4	4	4	22
21	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42	2	3	3	3	3	2	16
22	3	3	3	3	4	4	3	3	3	3	3	3	3	3	44	3	3	3	3	3	1	16
23	3	3	2	2	3	1	2	3	3	3	3	2	3	3	36	1	3	2	2	3	3	14
24	4	4	4	3	3	4	4	4	4	4	4	4	4	4	54	3	3	4	3	3	3	19
25	4	4	4	4	4	3	4	4	3	4	3	4	4	4	53	3	4	3	3	4	4	21
26	4	4	4	4	4	3	4	4	3	4	3	4	4	4	53	3	4	3	3	4	4	21
27	4	3	3	4	3	4	4	4	4	4	4	4	4	4	53	4	4	4	3	4	4	23
28	3	3	3	3	3	3	3	3	4	3	3	3	3	3	43	3	3	3	4	3	3	19
29	4	3	3	4	3	4	3	4	4	4	3	4	3	4	50	4	4	3	3	4	4	22
30	3	3	4	3	4	3	4	4	3	3	3	4	4	4	49	3	3	4	4	4	4	22

Sumber : Hasil Ouput Software Statistik, 2020

LAMPIRAN 4
HASIL UJI VALIDITAS 30 RESPONDEN
CITRA MEREK

Correlations									
		A1	A2	A3	A4	A5	A6	SUM_A	AVERAGE_A
A1	Pearson Correlation	1	.426 [*]	.571 ^{**}	.562 [*]	.433 [*]	.117	.693 [*]	.693 ^{**}
	Sig. (2-tailed)		.019	.001	.001	.017	.537	.000	.000
	N	30	30	30	30	30	30	30	30
A2	Pearson Correlation	.426 [*]	1	.177	.203	.241	.319	.493 [*]	.492 ^{**}
	Sig. (2-tailed)	.019		.349	.282	.200	.086	.006	.006
	N	30	30	30	30	30	30	30	30
A3	Pearson Correlation	.571 [*]	.177	1	.652 [*]	.264	.345	.722 [*]	.723 ^{**}
	Sig. (2-tailed)	.001	.349		.000	.158	.062	.000	.000
	N	30	30	30	30	30	30	30	30
A4	Pearson Correlation	.562 [*]	.203	.652 ^{**}	1	.541 [*]	.482 ^{**}	.840 [*]	.841 ^{**}
	Sig. (2-tailed)	.001	.282	.000		.002	.007	.000	.000
	N	30	30	30	30	30	30	30	30
A5	Pearson Correlation	.433 [*]	.241	.264	.541 [*]	1	.641 ^{**}	.756 [*]	.755 ^{**}
	Sig. (2-tailed)	.017	.200	.158	.002		.000	.000	.000
	N	30	30	30	30	30	30	30	30

HASIL UJI VALIDITAS 30 RESPONDEN
CITRA MEREK

A6	Pearson Correlation	.117	.319	.345	.482 [*]	.641 [*]	1	.715 [*]	.714 ^{**}
	Sig. (2-tailed)	.537	.086	.062	.007	.000		.000	.000
	N	30	30	30	30	30	30	30	30
SUM_A	Pearson Correlation	.693 [*]	.493 ^{**}	.722 ^{**}	.840 [*]	.756 [*]	.715 ^{**}	1	1.000 ^{**}
	Sig. (2-tailed)	.000	.006	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30
AVERAG E_A	Pearson Correlation	.693 [*]	.492 ^{**}	.723 ^{**}	.841 [*]	.755 [*]	.714 ^{**}	1.00 0 ^{**}	1
	Sig. (2-tailed)	.000	.006	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30
*. Correlation is significant at the 0.05 level (2-tailed).									
**. Correlation is significant at the 0.01 level (2-tailed).									

Sumber : Hasil Ouput Software Statistik, 2020

HASIL UJI VALIDITAS 30 RESPONDEN
KUALITAS LAYANAN

Correlations																	
		B1	B2	B3	B4	B5	B6	B7	B8	B9	B10	B11	B12	B13	B14	SUM_B	AVERAGE_B
B1	Pearson Correlation	1	.508**	.541**	.408*	.761**	.563**	.107	.257	.250	.131	.498*	.320	.203	.480**	.637**	
	Sig. (2-tailed)		.004	.002	.025	.000	.001	.575	.170	.182	.491	.005	.085	.281	.007	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
B2	Pearson Correlation	.508**	1	.571**	.468**	.408*	.492**	.654**	.423*	.287	.299	.386*	.343	.491*	.389*	.718**	
	Sig. (2-tailed)	.004		.001	.009	.025	.006	.000	.020	.124	.109	.035	.064	.006	.034	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
B3	Pearson Correlation	.541**	.571**	1	.274	.559**	.590**	.265	.443*	.421*	.341	.244	.352	.411*	.456*	.702**	.699**
	Sig. (2-tailed)	.002	.001		.142	.001	.001	.156	.014	.020	.065	.194	.056	.024	.011	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

B4	Pearson Correlation	.408*	.468**	.274	1	.436*	.477**	.233	.439*	.477**	.339	.310	.275	.394*	.423*	.651**	
	Sig. (2-tailed)	.025	.009	.142		.016	.008	.215	.015	.008	.067	.096	.141	.031	.020	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
B5	Pearson Correlation	.761**	.408*	.559**	.436*	1	.603**	.356	.427*	.302	.061	.655*	.560*	.401*	.680**	.760**	
	Sig. (2-tailed)	.000	.025	.001	.016		.000	.053	.019	.105	.749	.000	.001	.028	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
B6	Pearson Correlation	.563**	.492**	.590**	.477**	.603**	1	.233	.515**	.470**	.423*	.592*	.486*	.645*	.533**	.825**	
	Sig. (2-tailed)	.001	.006	.001	.008	.000		.216	.004	.009	.020	.001	.007	.000	.002	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
B7	Pearson Correlation	.107	.654**	.265	.233	.356	.233	1	.340	.054	.014	.414*	.474*	.460*	.315	.514**	
	Sig. (2-tailed)	.575	.000	.156	.215	.053	.216		.066	.778	.939	.023	.008	.011	.090	.004	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

B8	Pearson Correlation	.257	.423*	.443*	.439*	.427*	.515**	.340	1	.515**	.331	.226	.359	.554*	.573**	.696**	.695**
	Sig. (2-tailed)	.170	.020	.014	.015	.019	.004	.066		.004	.074	.229	.052	.001	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
B9	Pearson Correlation	.250	.287	.421*	.477**	.302	.470**	.054	.515**	1	.607**	.263	.063	.242	.123	.576**	.574**
	Sig. (2-tailed)	.182	.124	.020	.008	.105	.009	.778	.004		.000	.160	.740	.198	.517	.001	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
B10	Pearson Correlation	.131	.299	.341	.339	.061	.423*	.014	.331	.607**	1	.093	.102	.310	.199	.478**	.478**
	Sig. (2-tailed)	.491	.109	.065	.067	.749	.020	.939	.074	.000		.624	.590	.096	.291	.008	.008
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
B11	Pearson Correlation	.498**	.386*	.244	.310	.655**	.592**	.414*	.226	.263	.093	1	.794*	.554*	.356	.665**	.666**
	Sig. (2-tailed)	.005	.035	.194	.096	.000	.001	.023	.229	.160	.624		.000	.001	.053	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

B1 2	Pearson Correlation	.320	.343	.352	.275	.560**	.486**	.474**	.359	.063	.102	.794*	1	.730*	.514**	.658**	.660**
	Sig. (2-tailed)	.085	.064	.056	.141	.001	.007	.008	.052	.740	.590	.000		.000	.004	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
B1 3	Pearson Correlation	.203	.491**	.411*	.394*	.401*	.645**	.460*	.554**	.242	.310	.554*	.730*	1	.600**	.741**	.742**
	Sig. (2-tailed)	.281	.006	.024	.031	.028	.000	.011	.001	.198	.096	.001	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
B1 4	Pearson Correlation	.480**	.389*	.456*	.423*	.680**	.533**	.315	.573**	.123	.199	.356	.514*	.600*	1	.699**	.699**
	Sig. (2-tailed)	.007	.034	.011	.020	.000	.002	.090	.001	.517	.291	.053	.004	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
SU M_ B	Pearson Correlation	.637**	.718**	.702**	.651**	.760**	.825**	.514**	.696**	.576**	.478**	.665*	.658*	.741*	.699**	1	1.000**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.004	.000	.001	.008	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

AV ER AG E_ B	Pearson Correlation	.637**	.718**	.699**	.651**	.760**	.825**	.515**	.695**	.574**	.478**	.666*	.660*	.742*	.699**	1.000**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.004	.000	.001	.008	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Sumber : Hasil Ouput Software Statistik, 2020

HASIL UJI VALIDITAS 30 RESPONDEN
KEPUASAN NASABAH

Correlations																	
		C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11	C12	C13	C14	SUM_C	AVERAGE_C
C1	Pearson Correlation	1	.483**	.538*	.712**	.126	.362*	.598**	.809**	.651**	.812**	.666**	.766**	.545**	.577**	.857*	.858**
	Sig. (2-tailed)		.007	.002	.000	.508	.049	.000	.000	.000	.000	.000	.000	.002	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
C2	Pearson Correlation	.483*	1	.357	.507**	.354	.167	.289	.241	.360	.588**	.563**	.452*	.486**	.302	.619*	.619**
	Sig. (2-tailed)	.007		.053	.004	.055	.378	.122	.199	.050	.001	.001	.012	.006	.105	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
C3	Pearson Correlation	.538*	.357	1	.464**	.282	.274	.693**	.780**	.402*	.465**	.371*	.732**	.654**	.466**	.734*	.734**
	Sig. (2-tailed)	.002	.053		.010	.132	.142	.000	.000	.028	.010	.044	.000	.000	.010	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
C4	Pearson Correlation	.712*	.507**	.464*	1	.377*	.558**	.607**	.592**	.614**	.646**	.549**	.747**	.591**	.454*	.850*	.850**
	Sig. (2-tailed)	.000	.004	.010		.040	.001	.000	.001	.000	.000	.002	.000	.001	.012	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

C5	Pearson Correlation	.126	.354	.282	.377*	1	.538**	.231	.060	-.144	-.044	.060	.214	.000	.121	.327	.326
	Sig. (2-tailed)	.508	.055	.132	.040		.002	.219	.754	.447	.816	.754	.256	1.000	.524	.077	.079
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
C6	Pearson Correlation	.362*	.167	.274	.558**	.538**	1	.412*	.222	.224	.137	.373*	.488**	.077	.304	.531*	.530**
	Sig. (2-tailed)	.049	.378	.142	.001	.002		.024	.237	.233	.470	.042	.006	.684	.102	.003	.003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
C7	Pearson Correlation	.598*	.289	.693*	.607**	.231	.412*	1	.727**	.437*	.501**	.412*	.799**	.610**	.425*	.766*	.766**
	Sig. (2-tailed)	.000	.122	.000	.000	.219	.024		.000	.016	.005	.024	.000	.000	.019	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
C8	Pearson Correlation	.809*	.241	.780*	.592**	.060	.222	.727**	1	.652**	.702**	.538**	.826**	.711**	.577**	.827*	.827**
	Sig. (2-tailed)	.000	.199	.000	.001	.754	.237	.000		.000	.000	.002	.000	.000	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
C9	Pearson Correlation	.651*	.360	.402*	.614**	-.144	.224	.437*	.652**	1	.760**	.696**	.606**	.553**	.199	.705*	.704**
	Sig. (2-tailed)	.000	.050	.028	.000	.447	.233	.016	.000		.000	.000	.000	.002	.292	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

C10	Pearson Correlation	.812 [*]	.588 ^{**}	.465 [*]	.646 ^{**}	-.044	.137	.501 ^{**}	.702 ^{**}	.760 ^{**}	1	.742 ^{**}	.649 ^{**}	.599 ^{**}	.285	.783 [*]	.785 ^{**}
	Sig. (2-tailed)	.000	.001	.010	.000	.816	.470	.005	.000	.000		.000	.000	.000	.126	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
C11	Pearson Correlation	.666 [*]	.563 ^{**}	.371 [*]	.549 ^{**}	.060	.373 [*]	.412 [*]	.538 ^{**}	.696 ^{**}	.742 ^{**}	1	.510 ^{**}	.567 ^{**}	.384 [*]	.743 [*]	.744 ^{**}
	Sig. (2-tailed)	.000	.001	.044	.000	.754	.042	.024	.000	.000	.000		.004	.001	.036	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
C12	Pearson Correlation	.766 [*]	.452 [*]	.732 [*]	.747 ^{**}	.214	.488 ^{**}	.799 ^{**}	.826 ^{**}	.606 ^{**}	.649 ^{**}	.510 ^{**}	1	.686 ^{**}	.590 ^{**}	.901 [*]	.902 ^{**}
	Sig. (2-tailed)	.000	.012	.000	.000	.256	.006	.000	.000	.000	.000	.000		.000	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
C13	Pearson Correlation	.545 [*]	.486 ^{**}	.654 [*]	.591 ^{**}	.000	.077	.610 ^{**}	.711 ^{**}	.553 ^{**}	.599 ^{**}	.567 ^{**}	.686 ^{**}	1	.678 ^{**}	.762 [*]	.763 ^{**}
	Sig. (2-tailed)	.002	.006	.000	.000	1.000	.684	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
C14	Pearson Correlation	.577 [*]	.302	.466 [*]	.454 [*]	.121	.304	.425 [*]	.577 ^{**}	.199	.285	.384 [*]	.590 ^{**}	.678 ^{**}	1	.619 [*]	.619 ^{**}
	Sig. (2-tailed)	.001	.105	.010	.012	.524	.102	.019	.001	.292	.126	.036	.001	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

SUM_C	Pearson Correlation	.857 [*]	.619 ^{**}	.734 [*]	.850 ^{**}	.327	.531 ^{**}	.766 ^{**}	.827 ^{**}	.705 ^{**}	.783 ^{**}	.743 ^{**}	.901 ^{**}	.762 ^{**}	.619 ^{**}	1	1.000 ^{**}
	Sig. (2-tailed)	.000	.000	.000	.000	.077	.003	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
AVERAGE_C	Pearson Correlation	.858 [*]	.619 ^{**}	.734 [*]	.850 ^{**}	.326	.530 ^{**}	.766 ^{**}	.827 ^{**}	.704 ^{**}	.785 ^{**}	.744 ^{**}	.902 ^{**}	.763 ^{**}	.619 ^{**}	1.000 ^{**}	1
	Sig. (2-tailed)	.000	.000	.000	.000	.079	.003	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
**. Correlation is significant at the 0.01 level (2-tailed).																	
*. Correlation is significant at the 0.05 level (2-tailed).																	

Sumber : Hasil Ouput Software Statistik, 2020

HASIL UJI VALIDITAS 30 RESPONDEN
LOYALITAS NASABAH

		Correlations							
		D1	D2	D3	D4	D5	D6	SUM_D	AVERAGE_D
D1	Pearson Correlation	1	.661**	.564**	.705**	.438**	.536**	.820**	.820**
	Sig. (2-tailed)		.000	.000	.000	.016	.000	.000	.000
	N	30	30	30	30	30	30	30	30
D2	Pearson Correlation	.661**	1	.305	.505**	.486**	.543**	.703**	.703**
	Sig. (2-tailed)	.000		.101	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
D3	Pearson Correlation	.564**	.305	1	.668**	.577**	.583**	.763**	.763**
	Sig. (2-tailed)	.001	.101		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
D4	Pearson Correlation	.705**	.505**	.668**	1	.527**	.684**	.864**	.865**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
D5	Pearson Correlation	.438**	.536**	.577**	.527**	1	.772**	.770**	.770**
	Sig. (2-tailed)	.016	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30

D6	Pearson Correlation	.538 [*]	.54 ^{3**}	.58 ^{3**}	.68 ^{4**}	.77 ^{2**}	1	.874 ^{**}	.874 ^{**}
	Sig. (2-tailed)	.002	.002	.001	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30
SUM_D	Pearson Correlation	.820 [*]	.70 ^{3**}	.76 ^{3**}	.86 ^{4**}	.77 ^{0**}	.87 ^{4**}	1	1.000 ^{**}
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30
AVERAGE_D	Pearson Correlation	.820 [*]	.70 ^{3**}	.76 ^{3**}	.86 ^{5**}	.77 ^{0**}	.87 ^{4**}	1.000 ^{**}	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30
**. Correlation is significant at the 0.01 level (2-tailed).									
*. Correlation is significant at the 0.05 level (2-tailed).									

Sumber : Hasil Ouput Software Statistik, 2020

LAMPIRAN 5
HASIL UJI RELIABILITAS INSTRUMEN PENELITIAN

Citra Merek

Reliability Statistics	
Cronbach's Alpha	N of Items
.800	6

Sumber : Hasil Ouput Software Statistik, 2020

Kualitas Layanan

Reliability Statistics	
Cronbach's Alpha	N of Items
.900	14

Sumber : Hasil Ouput Software Statistik, 2020

Kepuasan Nasabah

Reliability Statistics	
Cronbach's Alpha	N of Items
.923	14

Sumber : Hasil Ouput Software Statistik, 2020

Loyalitas Nasabah

Reliability Statistics	
Cronbach's Alpha	N of Items
.874	6

Sumber : Hasil Ouput Software Statistik, 2020

LAMPIRAN 6
DATA TABULASI 200 RESPONDEN

No	Citra Merek (X1)						KUALITAS LAYANAN (X2)														KEPUASAN NASABAH (Z)														KUALITAS NASABAH									
	P1	P2	P3	P4	P5	P6	TOTAL	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	TOTAL	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	TOTAL	P1	P2	P3	P4	P5	P6	TOTAL
1	3	4	3	3	3	3	19	3	3	3	2	3	3	3	3	3	3	3	3	3	3	41	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42	2	3	3	2	3	2	15
2	3	3	3	3	4	3	19	4	3	2	4	3	3	2	3	4	4	3	2	2	3	42	3	2	4	2	2	3	4	3	3	3	3	4	4	42	2	3	3	3	4	4	19	
3	4	4	3	3	4	3	21	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56	3	3	3	3	4	4	3	3	3	2	3	3	3	4	44	2	3	3	3	3	1	15
4	3	3	2	2	4	3	17	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42	3	2	3	2	4	4	3	3	2	2	2	3	2	3	38	3	3	2	2	2	1	13
5	3	3	3	1	1	1	12	3	3	3	4	3	3	3	3	3	3	3	3	3	3	43	3	3	3	3	3	3	3	3	3	3	3	3	3	42	1	3	1	1	3	1	10	
6	3	4	3	3	4	4	21	4	3	3	4	4	4	3	3	3	3	4	4	3	3	48	3	4	3	3	3	3	3	3	3	3	3	4	4	46	4	3	3	3	4	3	20	
7	3	3	3	3	3	4	19	3	3	3	4	3	3	3	3	4	3	3	3	3	3	44	3	4	3	3	3	3	3	3	3	3	3	4	4	45	3	3	3	3	3	2	17	
8	3	3	2	2	4	3	17	3	4	3	4	3	3	4	4	4	4	3	3	3	3	48	3	3	3	3	4	4	3	3	2	2	3	3	3	4	43	1	2	3	1	3	1	11
9	3	3	2	2	4	3	17	3	4	3	4	3	3	4	4	4	4	3	3	3	3	48	3	3	3	3	4	4	3	3	2	2	3	3	3	4	43	1	2	3	1	3	1	11
10	4	3	4	4	4	3	22	4	4	3	4	4	4	4	4	3	3	4	4	4	4	53	4	4	4	4	4	3	4	4	4	4	4	4	4	4	55	3	3	4	4	4	4	22
11	3	3	2	3	3	2	16	3	3	3	3	3	3	4	4	4	3	3	3	3	3	45	3	3	3	3	3	3	3	3	3	3	3	3	3	42	3	3	3	3	3	3	18	
12	3	3	4	3	3	4	20	4	3	3	4	4	3	3	3	3	3	3	3	3	4	46	3	4	3	3	4	3	3	3	3	3	3	3	3	44	4	4	4	3	3	3	21	
13	3	4	3	3	4	4	21	4	4	4	4	4	3	3	4	4	3	3	3	3	4	50	3	3	3	4	4	4	3	3	3	3	3	3	4	4	47	3	3	3	3	3	1	16
14	3	4	3	2	3	3	18	4	4	4	4	4	3	4	3	4	4	3	3	3	3	50	4	3	3	4	3	4	4	4	4	4	4	4	4	4	53	1	3	3	3	3	3	16
15	4	4	4	4	4	4	24	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56	4	4	4	4	4	4	24
16	4	4	4	4	4	4	24	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56	4	4	4	4	4	4	24
17	4	3	4	3	4	3	21	4	3	4	3	4	4	3	4	4	4	3	3	3	4	50	3	4	3	3	4	4	3	3	3	4	4	3	3	3	47	4	3	3	4	3	4	21
18	4	4	3	2	3	3	19	3	4	3	4	3	4	4	3	3	4	3	3	4	4	49	3	3	4	4	4	4	4	4	3	3	4	4	3	51	2	2	3	2	3	3	15	
19	3	3	3	3	3	3	18	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42	3	3	3	3	3	3	3	3	3	3	3	3	3	42	2	3	2	2	2	1	12	
20	4	3	4	4	4	3	22	4	4	3	4	4	4	4	4	3	3	4	4	4	4	53	4	4	4	4	4	3	4	4	4	4	4	4	4	4	55	3	3	4	4	4	4	22
21	3	3	3	3	3	3	18	4	4	3	4	3	3	4	3	3	3	3	3	3	3	46	3	3	3	3	3	3	3	3	3	3	3	3	3	42	2	3	3	3	3	2	16	
22	3	3	3	3	3	3	18	4	4	4	3	3	3	3	3	3	3	3	3	3	3	45	3	3	3	3	4	4	3	3	3	3	3	3	3	44	3	3	3	3	3	1	16	
23	3	3	2	3	2	2	15	3	3	2	2	3	1	4	2	1	2	3	3	2	3	34	3	3	2	2	3	1	2	3	3	3	3	2	3	3	36	1	3	2	2	3	3	14
24	3	3	4	4	4	4	22	4	4	4	4	4	4	4	3	4	3	4	3	3	3	51	4	4	4	3	3	4	4	4	4	4	4	4	4	4	54	3	3	4	3	3	3	19
25	4	4	4	4	4	3	23	4	4	4	4	4	4	4	4	3	3	3	3	3	4	51	4	4	4	4	3	4	4	3	4	3	4	4	4	53	3	4	3	3	4	4	21	
26	4	4	4	4	4	3	23	4	4	4	4	4	4	4	4	3	3	3	3	3	4	51	4	4	4	4	3	4	4	3	4	4	4	4	4	53	3	4	3	3	4	4	21	
27	4	4	3	4	4	4	23	4	4	4	3	3	4	3	3	3	4	3	3	3	3	47	4	3	3	4	3	4	4	4	4	4	4	4	4	53	4	4	4	3	4	4	23	

Sumber : Data olah peneliti, 2020

DATA TABULASI 200 RESPONDEN

No	Citra Merek (X ₁)						KUALITAS LAYANAN (X ₂)														KEPUASAN NASABAH (Z)														KUALITAS NASABAH									
	P1	P2	P3	P4	P5	P6	TOTAL	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	TOTAL	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	TOTAL	P1	P2	P3	P4	P5	P6	TOTAL
28	3	3	3	3	4	4	20	4	4	3	3	4	4	4	3	4	3	4	3	3	3	49	3	3	3	3	3	3	3	4	3	3	3	3	3	43	3	3	3	4	3	3	19	
29	4	3	4	4	4	3	22	4	4	4	4	4	4	4	3	4	4	4	4	3	4	54	4	3	3	4	3	4	4	4	4	3	4	3	4	50	4	4	3	3	4	4	22	
30	3	3	4	3	3	3	19	3	3	3	3	3	3	3	3	4	3	3	3	3	3	43	3	3	4	3	4	4	3	3	4	4	4	4	49	3	3	4	4	4	4	21		
31	3	4	3	3	4	3	20	4	3	3	3	4	4	4	3	4	3	3	4	3	3	48	3	4	3	2	3	4	4	4	4	4	3	3	4	3	48	4	4	3	3	4	3	21
32	4	3	3	4	4	4	22	4	4	3	4	4	3	3	3	3	3	3	4	4	4	49	4	3	4	3	4	4	4	4	4	3	4	3	4	52	3	4	3	4	4	4	22	
33	3	3	4	4	3	4	21	3	4	3	4	4	4	3	4	4	4	2	4	3	4	50	3	4	3	4	4	4	3	3	4	4	4	3	4	51	2	4	3	2	3	2	16	
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Sumber : Data olah peneliti, 2020

DATA TABULASI 200 RESPONDEN

No	Citra Merek (X1)						KUALITAS LAYANAN (X2)														KEPUASAN NASABAH (Z)														YALITAS NASABAH							
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Sumber : Data olah peneliti, 2020

DATA TABULASI 200 RESPONDEN

No	Citra Merek (X1)						KUALITAS LAYANAN (X2)														KEPUASAN NASABAH (Z)														YALITAS NASABAH									
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Sumber : Data olah peneliti, 2020

DATA TABULASI 200 RESPONDEN

No	Citra Merek (X1)						KUALITAS LAYANAN (X2)														KEPUASAN NASABAH (Z)														YALITAS NASABAH									
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Sumber : Data olah peneliti, 2020

DATA TABULASI 200 RESPONDEN

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Sumber : Data olah peneliti, 2020

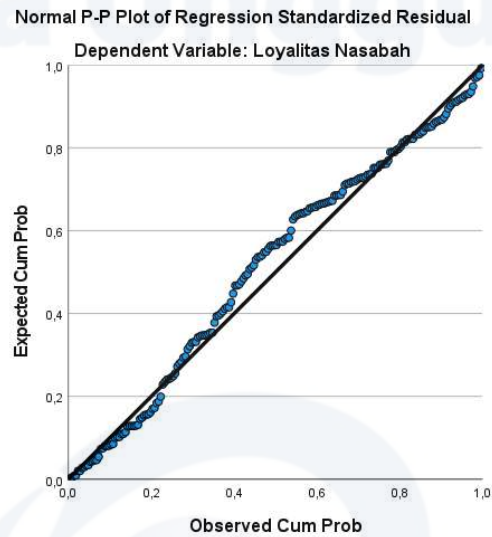
DATA TABULASI 200 RESPONDEN

No	Citra Merek (X1)						KUALITAS LAYANAN (X2)														KEPUASAN NASABAH (Z)														KUALITAS NASABAH										
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198	3	4	3	3	3	3	19	3	3	3	4	4	4	3	3	4	3	4	3	3	3	48	3	3	3	3	4	4	3	4	3	3	3	4	3	46	3	3	3	3	3	3	18		
199	3	3	4	4	4	4	22	3	3	2	2	3	1	4	2	1	2	3	3	2	3	34	3	3	3	3	3	3	3	3	3	3	3	4	3	3	43	3	3	3	3	3	3	18	
200	3	3	3	3	3	3	18	2	3	2	2	2	2	3	2	3	2	2	3	2	3	33	3	3	4	4	4	3	3	3	3	3	3	4	4	4	48	3	3	4	3	4	3	20	

Sumber : Data olah peneliti, 2020

LAMPIRAN 7

HASIL UJI NORMALITAS DATA



Sumber : Hasil Ouput Software Statistik, 2020

LAMPIRAN 8

HASIL UJI MULTIKOLINEARITAS

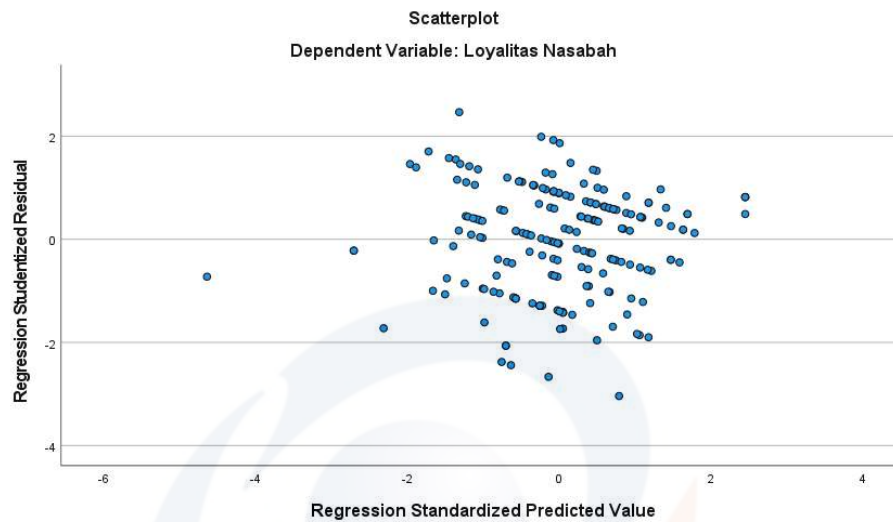
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	3,251	2,498		1,302	,195		
Citra Merek	,310	,087	,240	3,564	,000	,947	1,056
Kualitas Layanan	,099	,034	,190	2,860	,005	,975	1,026
Kepuasan Nasabah	,095	,037	,171	2,550	,012	,954	1,048

a. Dependent Variable: Loyalitas Nasabah

Sumber : Hasil Ouput Software Statistik, 2020

LAMPIRAN 9

HASIL UJI HETEROKEDASITAS



Sumber : Hasil Ouput Software Statistik, 2020